

Attorney Docket No. JP920000095US1IN THE CLAIMS

1. (Currently amended) A ~~computer-based~~ user guidance method performed on a computer comprising the steps of:

~~permitting incorporating an object object, which is so defined that it can be obtained by a user, to appear into a specific web site at a specific location, location of a specific site wherein the object is capable of being selected by a user in order to provide a reward for the user; and~~

~~moving said the object from the specific location to a different location,~~

~~whereby a at least one user who desires desiring to select obtain said the object is guided to predetermined content available at said the specific web site.~~

2. (Currently amended) The user guidance method according to claim 1, wherein said the step of moving said the object ~~includes~~ comprises the steps step of:

~~waiting, after said object has appeared at said specific location, until said object is obtained by users; and~~

~~permitting said incorporating the object into the specific web site at the different location, after said the object has been obtained selected by a user any of said users, to appear at a different location at said specific site.~~

3. (Currently amended) The user guidance method according to claim 1, further comprising the step of:

~~providing information, after said incorporating the object, object has appeared, concerning the location of said the object for said the at least one user who desires desiring to select obtain said the object.~~

4. (Currently amended) The user guidance method according to claim 1, wherein, at said the step of moving said the object, said the object is moved along a predetermined route, and said the at least one user ~~who desires desiring to select obtain said the~~ object is guided to said predetermined content in accordance with a specific order based on said the route.

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5. (Currently amended) The user guidance method according to claim 1, wherein, at said the step of permitting said incorporating the object to appear, said the object is incorporated appears at specific locations at multiple connected web sites across a network; and wherein at said the step of moving said the object, said the object is moved across said the network.

6. (Currently amended) The user guidance method according to claim 5, wherein, at said the step of moving said the object, said the object is moved along a predetermined route across said the multiple web sites on said the network, and said the at least one user who desires desiring to select obtain said the object is guided to predetermined content available in a specific sequential order based on said the route.

7. (Currently amended) A computer-based content advertisement method comprising the steps of:

permitting incorporating an object into a network among content multiple users desire to browse, wherein the object defined so that it can be is capable of being selected obtained by a user in order to provide a reward for the user, to appear on a network in contents multiple users desire to browse; and

moving said the object in the network among additional content multiple users desire to browse, when a predetermined user browses said the content contents, to contents multiple users desire to browse;

whereby said a user user, who desires desiring to select obtain said the object, is guided to and enabled to browse said the content and additional content contents.

8. (Currently amended) The content advertisement method according to claim 7, wherein, at said the step of moving said the object, movement of said the object is effected along a route that includes said the content contents multiple users desire to browse.

9. (Currently amended) A computer-based user guidance system comprising:

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a server comprising:

an object manager for managing the location and movement of an object on a network;

a position information generator for generating information concerning said the location of said the object, and for providing said the information to a user who is accessing said the network; and

a processor for, when said the object is selected by a predetermined user, performing a predetermined process associated with the object selection,

wherein said the object manager arranges said the object at a desired location in order to guide said the user to desired contents content on said the network.

10. (Currently amended) The user guidance system according to claim 9, wherein, when said the object is selected, said the processor transmits a notification to that effect to said the object manager, and upon the receipt of said the notification, said the object manager deletes said the object selected by said the user, and positions another object at a different location on said the network.

11. (Currently amended) A user guidance system according to claim 9, wherein, when said the object is selected by a specific user, said the processor transmits, together with information concerning said the specific user, a notification to that effect to said the object manager; wherein, upon the receipt of said the notification, said the object manager manages said the information concerning said the specific user, who is regarded as the person who has selected obtained said the object; wherein, if said the object is selected by multiple users, only said the specific user is regarded as the person who has selected obtained said the object.

12. (Currently amended) A computer-based object control system comprising:
web servers, for storing web pages; and
a main server, for communicating with a predetermined web server,

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wherein said the main server permits incorporates a specific object to appear in into a first specific web page and to be deleted removes the specific object from a second specific web page stored in said the specific web server.

13. (Currently amended) The object control system according to claim 12, wherein said the object is selected when said the object is present in a web page that a user is currently browsing; and wherein, when said the object is selected by said the user, said the main server deletes said the object from said the web page and permits said incorporates the object to appear in into another web page.

14. (Currently amended) The object control system according to claim 12, wherein said the main server provides, for said the user who accesses said the specific web server, information concerning the location of said the object that is appearing.

15. (Currently amended) The object control system according to claim 14, wherein said the information concerning said the location of said the object, which is provided for said the user, indicates the ease with which said the object can be reached from said the web page browsed by said the user.

16. (Currently amended) ~~A computer-based~~ An object control system of a computer comprising:

an object to be embedded in a web page stored at a web site on a network; and
object management means for managing the location of said the object on said the network,
wherein said the object management means changes the location of said the object on said the network in order to move said the object across said the network.

17. (Currently amended) The object control system according to claim 16, wherein said the object management means correlates the location of said the object with a web page browsed by a

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predetermined user, and changes said the location of said the object when web pages are browsed by said the predetermined user.

18. (Currently amended) A computer-based object control system comprising:
an object stored in a predetermined server;
link setting means, for setting a link in a web page stored at a web site on said the network in order to move to said the object; and
object position management means, for determining a web page for setting a link thereto, wherein, under the control of said the object position management means said the link setting means changes a target web page for setting a link thereto.

19. (Currently amended) The object control system according to claim 18, wherein said the object position management means defines a web page browsed by a predetermined user as said the target web page to which said the link with said the object is to be set, and changes said the target web page as said the predetermined user browses said the web pages; and wherein said the link setting means, under the control of said the object position management means, changes said the link with said the object.

20. (Currently amended) A moving object, to be embedded in a web page stored at a web site on a network, whose location on said the network is managed by specific management means, and which moves from a predetermined web page to another web page page, wherein the object is capable of being selected by a user in order to provide a reward for the user.

21. (Currently amended) A storage medium on which input means of a computer stores a program in an input-enabled form, said the program permitting causing said the computer to perform:

a process for permitting incorporating a specific object to appear on into a specific web page stored in a specific web server;

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a process for, when a user browses said the specific web page and selects said the specific object, moving said the object to another web page.

22. (Currently amended) A program transmission apparatus comprising:
storage means for storing a program permitting that causes a computer to perform perform:
a process for permitting incorporating a specific object to appear on into a specific web page stored in a specific web server,

a process for, when a user browses said the specific web page and selects said the specific object, moving said the object to another web page; and

transmission means for reading said the program from said the storage means and for transmitting said the program.